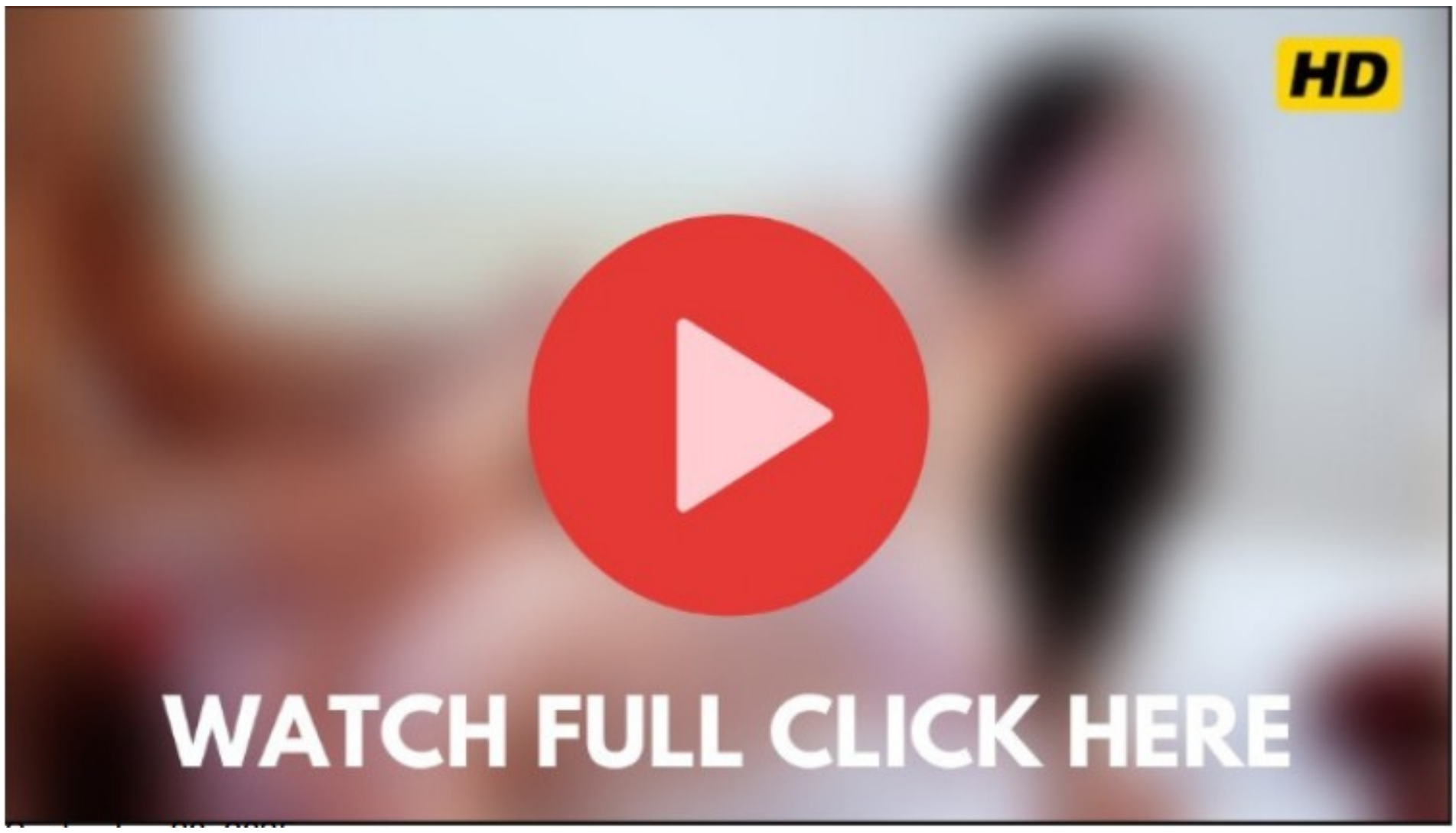website utm campaign website cta banner tamv3